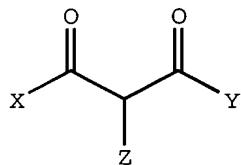
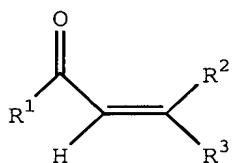


## WHAT IS CLAIMED IS:

1. A hair colouring composition comprising
  - (i) at least one developer selected from amino aromatic systems capable of being oxidised and thereafter undergoing only a single electrophilic attack reaction, and
  - (ii) at least one developer selected from amino aromatic systems capable of being oxidised and thereafter undergoing at least two electrophilic attack reactions, and
  - (iii) at least one coupler.
2. A composition according to claim 1 in which the developer (i) capable of being oxidised and undergoing only a single electrophilic attack reaction comprises at least one compound selected from substituted and unsubstituted para and aminophenols.
3. A composition according to claim 2 in which the developer (i) is a dihalo-para-aminophenol.
4. A composition according to claim 3 in which the developer (i) is 2,6-dichloropara-aminophenol.
5. A composition according to claim 1 in which the developer (ii) comprises at least one developer selected from the group consisting of para- and ortho-disubstituted benzene compounds, disubstituted pyridine compounds, disubstituted pyrimidines, diamino substituted pyrazoles, and mixtures thereof.
6. A composition according to claim 5 in which the developer (ii) is para-phenylene diamine.
7. A composition according to claim 1 in which the developer (ii) is capable of being oxidised and thereafter undergoing self-coupling.
8. A composition according to claim 1 in which the coupler (iii) includes at least one compound selected from the group of meta-disubstituted benzene compounds.
9. A composition according to claim 1 in which the coupler (iii) comprises at least one coupler selected from the group consisting of phenols having an active leaving group in the para position relative to the hydroxyl group; naphthols having an active leaving group in the para position relative to the hydroxyl group; and mixtures thereof.
10. A composition according to claim 1 in which the coupler (iii) comprises at least one compound selected from the group consisting of 1,3-diketones of the formula II:



in which X and Y are non-leaving substituents and Z is an active leaving group, such that in the presence of an oxidising agent the developer reacts with the coupler substantially only at the position having the active leaving group Z, and compounds of the formula III:



in which  $\text{R}_1$ ,  $\text{R}_2$  and  $\text{R}_3$  are, independently selected from, cycloalkyl, alkenyl, cycloalkenyl, aryl, alkaryl, aralkyl, - $\text{R}'\text{NHCOR}$ , - $\text{CONHR}$ , - $\text{R}'\text{CONHR}$ , - $\text{R}'\text{OH}$ , - $\text{R}'\text{SO}_2\text{R}$ , - $\text{R}'\text{SO}_2\text{NHR}$ , - $\text{R}'\text{OR}$  or - $\text{COR}$ , in any of which R is H, alkyl, cycloalkyl, alkenyl, cycloalkenyl, aryl, alkaryl or aralkyl and  $\text{R}'$  is alkylene, alkenylene, cycloalkylene, cycloalkenylene, arylene, alkarylene or aralkylene, or substituted versions of any of these; or mixtures thereof.

11. A composition according to claim 1 in which the coupler comprises at least one coupler selected from compounds of the formula IV:



in which X is a non-leaving substituent, and Z is an active leaving group, and Y is an active leaving group or a non-leaving substituent, such that in the presence of an oxidising agent the developer reacts with the coupler substantially only at the position having the active leaving group Z and, if Y is an active leaving group, Y.

12. Use of a composition according to claim 1 to increase the root-to-tip evenness of colour applied to hair.
13. Use according to claim 12 in which said hair is hair which has previously been coloured and/or bleached and/or permed.

14. Use of a developer selected from amino aromatic systems capable of being oxidised and thereafter undergoing at least two electrophilic attack reactions to improve the root-to-tip evenness given by a hair colouring composition comprising at least one developer capable of being oxidised and thereafter undergoing only one electrophilic attack reaction and at least one coupler.
15. A method of colouring hair comprising applying to the hair (i) one or more developers selected from amino aromatic systems capable of being oxidised and thereafter undergoing only a single electrophilic attack reaction and (ii) one or more developers capable of being oxidised and thereafter undergoing at least two electrophilic attack reactions and (iii) one or more couplers.
16. A method according to claim 15 in which an oxidizing agent is mixed with said one or more developers (i) and (ii) before they are applied to the hair.
17. A hair colouring kit comprising
  - (a) an individually packaged colouring component comprising (i) one or more developers selected from amino aromatic systems capable of being oxidised and thereafter undergoing only a single electrophilic attack reaction and (ii) one or more developers selected from amino aromatic systems capable of being oxidised and thereafter undergoing at least two electrophilic attack reactions and (iii) one or more couplers, and
  - (b) an individually packaged oxidising component.